

Making Connections: Advocacy for Children



Photo credit: Kentucky Youth Advocates, 2011

Ready Kids Conference June 17, 2014

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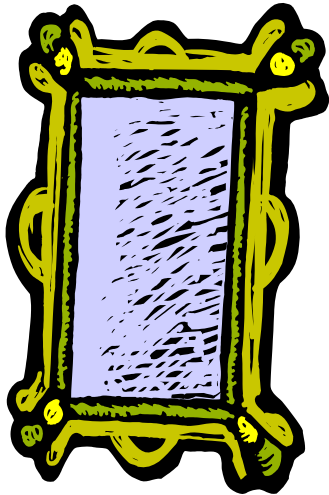
www.kentuckysvoice.org

859-547-5085

Learning Objective

Define advocacy and explore the messages and tools that promote early childhood care and development as a worthy investment.

An Advocate, Who Me?



Take a moment and think about a time in your everyday work when you spoke up on behalf of a child's needs.

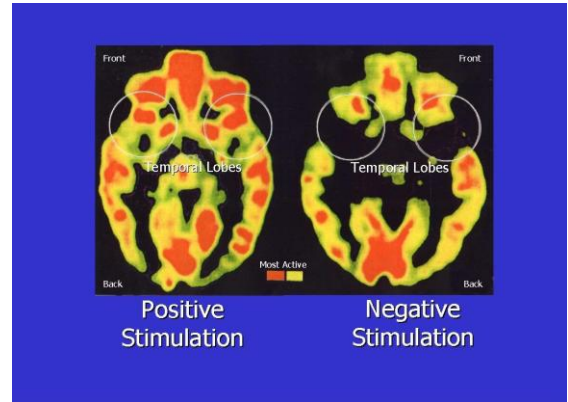
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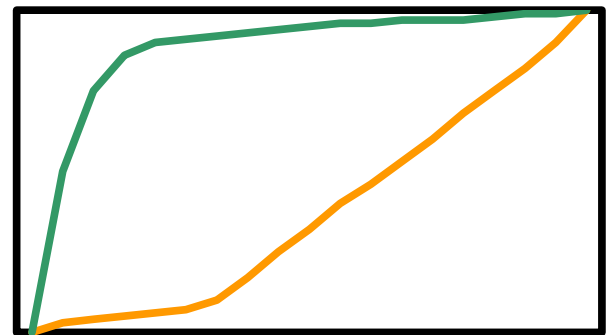
Change the First Five Years and You Change Everything!

<http://www.youtube.com/watch?v=GbSp88PBe9E>

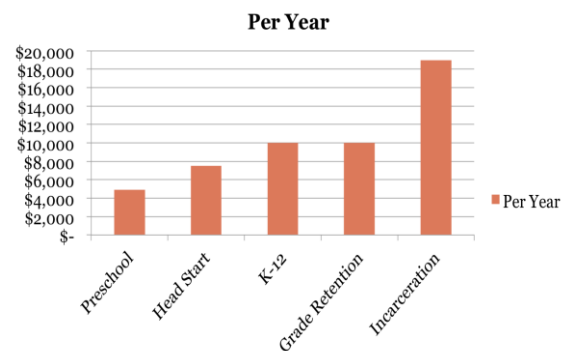
What powerful messages did you hear in this video?

Children- A Wise Investment





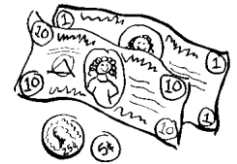
90 percent of public expenditures occur after age five, after 90% of brain development has occurred.



WOW!

What one thing from the video or the charts presented gave you a “wow factor”?

Early Childhood Education is.... Big Bang for Your Buck!



- Promotes positive brain development
- Promotes school readiness
- Saves tax dollars
- Contributes to long-term economic growth
- Prepares today's children for tomorrow's competitive workforce

Use the **EPIC** format to make your message **STICK!**

- **E**ngage the Audience
- State the **P**roblem
- **I**nform Others of Potential Solutions
- **C**all to Action

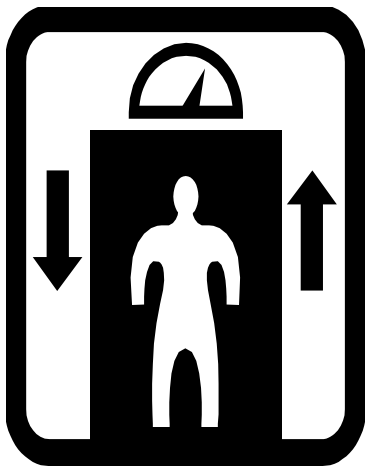


Elevator Pitch

Sample elevator pitch:

“Our community has a big problem with crime and incarceration. Children who attend high quality early childhood programs are 30% less likely to end up incarcerated. This isn’t the only solution to our problem, but investing in quality early learning settings helps children get on the right path as responsible citizens and employees.”

Create your own elevator pitch...



Your elevator pitch:

Add Your Voice to the Choir

Advocacy Networks

Kentucky's Voice for Early Childhood is an online advocacy network geared to parents and early childhood professionals. Sign up for action alerts at www.kentuckysvoice.org.

Kentucky Youth Advocates (KYA) is a children's advocacy organization that focuses on a range of children's issues. KYA publishes the KIDS Count County Data Book and leads the Blueprint for Kentucky's children coalition and Capitol Advocacy Day in Frankfort. www.kyyouth.org.

Research & Resources Supporting Early Childhood Investment

- Skills beget skills; early advantages give children a solid foundation on which to build greater aptitude and outpace their less-advantaged peers (Nobel Laureate James Heckman, University of Chicago; The Heckman Equation: <http://www.heckmanequation.org/>)
- High return on investment in early care & education (\$5 to \$1 per University of Kentucky study – ROI of \$5:1
(http://cber.uky.edu/Downloads/CBER_early_educ_report_final.pdf)
- **KIDS COUNT Data Book** profiles the status of children on a national and state-by-state basis and ranks states on 10 measures of well-being.
<http://www.aecf.org/MajorInitiatives/KIDSCOUNT.aspx>
- **Children's Defense Funds** Policy Priorities- reports, research and fact sheets on various policy priorities such as child poverty, abuse and neglect, and early childhood education. <http://www.childrensdefense.org/policy-priorities/>
- **Voices for America's Children** is the nation's largest network of multi-issue child advocacy organizations. The "issues" tab on their website is extremely useful in finding resources on current issues in government.
<http://www.voices.org>.